

## Message Text

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PAGE 01 MADRID 04778 231706Z

70-61

ACTION EB-11

INFO OCT-01 EUR-06 ADP-00 COME-00 RSC-01 RSR-01 /020 W

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R 231612Z AUG 73

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 6495

UNCLAS MADRID 4778

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: MARKETING ASSISTANCE, SYSTEMS 73

1. EMB COMMERICAL OFFICER IS IN RECEIPT OF A MULTIPLE ADDRESS MEMO DATED OCT 6 FROM HELLMUTH L. KIRCHSCHLAGER, DIRECTOR MARKETING ACTIVITIES, SYSTEMS 73, TO COMMERCIAL OFFICERS IN 13 WESTERN AND EASTERN EUROPEAN COUNTRIES PLUS ISRAEL, REQUESTING EMB COMMERCIAL STAFF REVIEW A PROPOSED MAILING LIST (SOME 900 NAMES FOR SPAIN) ADDING AND DELETING NAMES AS THE EMB SEES FIT. THE REVISED LIST, WHICH SHOULD BE RETURNED TO MR. KIRCHSCHLAGER BY SEP 15, IS TO SERVE AS A MAILING LIST FOR A GENERAL MAILING RELATIVE TO SYSTEMS 73. THE MEMO REFERS TO A DRAFT AIRGRAM REQUESTING THIS REVIEW AND STATES IN PRINCIPLE THIS REQUEST HAS BEEN CONFIRMED BY USDOC WASHINGTON, BUT IT MAY BE SEVERAL WEEKS BEFORE YOUR POSTS RECEIVE THE FINAL DOCUMENT". CONSIDERING ALL THE FACTORS INVOLVED -- I.E. LOCAL STAFF COMMITMENT FOR IN-COUNTRY SHOWS; STAFF TIME COSTS FOR REVIEW VERSUS VALUE OF RESULTS IN LIGHT OF CONTEMPLATED USE OF LISTS, ETC. -- THIS EMBASSY IS HARD PRESSED TO BELIEVE WASHINGTON WOULD APPROVE SUCH A CIRCULAR INSTRUCTION FOR GENERAL USE.

2. WHILE THIS EMB IS PREPARED TO CONTINUE TO SUPPORT US PROMOTIONS IN NEIGHBORING COUNTRIES, AS IT HAS IN THE PAST, ITS PRIME RESPONSIBILITY IS SPAIN. THE EMB STAFF IS AT THIS MOMENT ORGANIZING MAILING LISTS AND OTHER PROMOTIONAL ACTIVITIES FOR US PARTICIPATIONS IN WORLD FISHING EXHIBITION, VIGO, BEGINNING SEP 12, SIMO-OFFICE EQUIPMENT SHOW, MADRID, NOV 9-18, PLUS CHEMICAL PROCESSING CONTROL EQUIPMENT TRADE MISSION, MID OCTOBER. THERE IS NO STAFF AVAILABLE TO DO WHAT MR. KIRCHSCHLAGER SUGGESTS.

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PAGE 02 MADRID 04778 231706Z

SIMO WILL BE SUBSTANTIALLY COMPETITIVE WITH SYSTEMS 73. THE

MAILINGS WE DEVELOP POSSIBLY COULD ALSO BE USED FOR SYSTEMS 73. IN CONJUNCTION WITH BLUE RIBBON CALLS FOR SIMO IT WOULD APPEAR REASONABLE THAT SYSTEMS 73 COULD ALSO BE PROMOTED IF IT IS DETERMINED THAT SUCH DOUBLE PROMOTION WOULD NOT BE COUNTER-PRODUCTIVE.

3. I FEEL CONSTRAINED TO ADD THAT EVEN IF WE DID NOT HAVE TWO SHOWS PLUS THE TRADE MISSION TO PROMOTE, A REVIEW OF A 900 NAME COMPOSITE MAILING LIST, SUCH AS THIS ONE, FOR USE IN A GENERAL MAILING, IS NOT MOST EFFICIENT USE OF LIMITED MAN-POWER RESOURCES. AS THE MEMO INDICATES, A GENERAL MAILING IS EXPENSIVE; BUT NOT NEARLY SO COSTLY AS THE TIME REQUIRED TO REVISE THE LIST PARTICULARLY CONSIDERING THE MARGINAL INCREMENT OF IMPROVEMENT AND THE COST OF MAILING AN INDIVIDUAL PIECE TO THE ORIGINAL LIST. WHILE NOT INDICATED IT APPEARS THAT THIS LIST WAS DERIVED FROM WTDR REPORTS. IF IT IS NECESSARY TO REVISE MANUALLY A COMPUTER PRINTOUT FROM WHATEVER THE SOURCE OF THIS LIST EACH TIME IT IS RUN, THEN THE DATA BANK MATERIAL WOULD APPEAR TO BE OF LITTLE VALUE AND CONSIDERATION SHOULD BE GIVEN TO DISCARDING IT. IT WOULD BE CHEAPER IN MAN-HOURS REQUIRED FOR THE TASK TO BUILD A NEW LIST AS NEEDED FROM SCRATCH.

4. IT IS ALSO WORTH NOTING (AND THIS POSSIBLY IS TRUE FOR END-USERS FROM OTHER OF THE ADDRESSEE POSTS) THAT SPANISH END-USERS OF THIS TYPE OF EQUIPMENT ARE NOT LIKELY TO BE INTERESTED IN BUYING COMPUTER SOFTWARE FROM SUPPLIERS NOT REPRESENTED IN SPAIN, EITHER THROUGH COMPANY'S OWN DISTRIBUTORS, OR INDEPENDENT AGENTS. AS REPORTED IN EXPORT MARKET SURVEY-COMPUTER AND COMPUTER RELATED EQUIPMENT-SPAIN, THERE IS RELUCTANCE AMONG BUYERS TO OBTAIN NEARBY ON-LINE PERIPHERALS FROM OTHER THAN COMPUTER MANUFACTURERS.

5. PENDING RECEIPT OF OFFICIAL INSTRUCTIONS FROM STATE THIS EMBASSY WILL OF NECESSITY LIMIT ITS ACTIVITIES TO THOSE USUALLY ACCOMPLISHED IN SUPPORT OF OUT-OF-COUNTRY SHOWS.  
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